

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Mundy Katowitz Media**  
**Attention: Casey Bessette**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 575398 /		<u>Alt Order #</u> 09816966
<u>Product</u> PRIORITIES USA ACTN		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u> 1563
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 09/17/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8356	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/02/12	10/02/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$400.00			
N 2	6	10/04/12	10/04/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$400.00			
N 3	6	10/08/12	10/08/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$400.00			
N 4	6	10/03/12	10/03/12	M-F 6a-630a	6a-630a		:30			NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$935.00			
N 5	6	10/05/12	10/05/12	M-F 6a-630a	6a-630a		:30			NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$935.00			
N 6	6	10/02/12	10/02/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,000.00			
N 7	6	10/04/12	10/04/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$1,000.00			
N 8	6	10/08/12	10/08/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,000.00			
N 9	6	10/03/12	10/03/12	M-F 8a-830a	8a-830a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$850.00			
N 10	6	10/05/12	10/05/12	M-F 8a-830a	8a-830a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$850.00			
N 11	6	10/02/12	10/02/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$335.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
575398 /	09816966

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 10/08/12	PRIORITIES USA ACTN	1563

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	09/17/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
N 12	6	10/03/12	10/03/12	M-F 10-11a	10-11a		:30			NM	1	\$200.00																									
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>--W----</td><td>1</td><td>\$200.00</td><td colspan="7"></td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	10/01/12	10/07/12	--W----	1	\$200.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	--W----	1	\$200.00																																
N 13	6	10/04/12	10/04/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$300.00																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	---T---	1	\$300.00																																
N 14	6	10/05/12	10/05/12	M-F 3p-330p	3p-330p		:30			NM	1	\$185.00																									
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>----F--</td><td>1</td><td>\$185.00</td><td colspan="7"></td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	10/01/12	10/07/12	----F--	1	\$185.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	----F--	1	\$185.00																																
N 15	6	10/02/12	10/02/12	M-F 1p-2p	1p-2p		:30			NM	1	\$315.00																									
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>-T-----</td><td>1</td><td>\$315.00</td><td colspan="7"></td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	10/01/12	10/07/12	-T-----	1	\$315.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	-T-----	1	\$315.00																																
N 16	6	10/05/12	10/05/12	M-F 2p-3p	2p-3p		:30			NM	1	\$125.00																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	----F--	1	\$125.00																																
N 17	6	10/04/12	10/04/12	M-F 3p-330p	3p-330p		:30			NM	1	\$185.00																									
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Week:	10/01/12	10/07/12	---T---	1	\$185.00																																
N 18	6	10/03/12	10/03/12	M-F 430p-5p	430p-5p		:30			NM	1	\$385.00																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	--W----	1	\$385.00																																
N 19	6	10/08/12	10/08/12	M-F 430p-5p	430p-5p		:30			NM	1	\$385.00																									
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>10/08/12</td><td>10/14/12</td><td>M-----</td><td>1</td><td>\$385.00</td><td colspan="7"></td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	10/08/12	10/14/12	M-----	1	\$385.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/08/12	10/14/12	M-----	1	\$385.00																																
N 20	6	10/02/12	10/02/12	M-F 5p-530p	5p-530p		:30			NM	1	\$600.00																									
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="7"></td></tr><tr><td>Week:</td><td>10/01/12</td><td>10/07/12</td><td>-T-----</td><td>1</td><td>\$600.00</td><td colspan="7"></td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>								Week:	10/01/12	10/07/12	-T-----	1	\$600.00							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	-T-----	1	\$600.00																																
N 21	6	10/04/12	10/04/12	M-F 5p-530p	5p-530p		:30			NM	1	\$600.00																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	---T---	1	\$600.00																																
N 22	6	10/03/12	10/03/12	M-F 530p-6p	530p-6p		:30			NM	1	\$600.00																									
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Week:	10/01/12	10/07/12	--W----	1	\$600.00																																
N 23	6	10/04/12	10/04/12	M-F 6p-630p	6p-630p		:30			NM	1	\$650.00																									
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Week:	10/01/12	10/07/12	---T---	1	\$650.00																																
N 24	6	10/08/12	10/08/12	M-F 6p-630p	6p-630p		:30			NM	1	\$650.00																									
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Week:	10/08/12	10/14/12	M-----	1	\$650.00																																
N 25	6	10/02/12	10/02/12	M-F 630p-7p	630p-7p		:30			NM	1	\$500.00																									
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Week:	10/01/12	10/07/12	-T-----	1	\$500.00																																
N 26	6	10/05/12	10/05/12	M-F 630p-7p	630p-7p		:30			NM	1	\$500.00																									
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Week:	10/01/12	10/07/12	----F--	1	\$500.00																																
N 27	6	10/03/12	10/03/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,450.00																									
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/01/12	10/07/12	--W----	1	\$1,450.00																																
N 28	6	10/05/12	10/05/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,450.00																									

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**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u> 575398 /		<u>Alt Order #</u> 09816966
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Product</u> PRIORITIES USA ACTN	<u>Estimate #</u> 1563
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 09/17/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,450.00			
N 29	6	10/02/12	10/02/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,300.00			
N 30	6	10/08/12	10/08/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,300.00			
N 31	6	10/03/12	10/03/12	M-F 1035p-1105p	1035p-1105p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$550.00			
N 32	6	10/08/12	10/08/12	M-F 1035p-1105p	1035p-1105p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$550.00			
N 33	6	10/04/12	10/04/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---T---				1	\$300.00			
N 34	6	10/08/12	10/08/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$300.00			
N 35	6	10/05/12	10/05/12	M-F 1135p-1205a	1135p-1205a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----F--				1	\$300.00			
N 36	6	10/06/12	10/06/12	Sa 8a-9a	8a-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$375.00			
N 37	6	10/06/12	10/06/12	Sa 9p-10p	9p-10p		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,050.00			
N 38	6	10/07/12	10/07/12	Su 8a-9a	8a-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$350.00			
Totals											38	\$23,560.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	38	\$23,560.00	\$20,026.00
<b>Totals</b>	<b>38</b>	<b>\$23,560.00</b>	<b>\$20,026.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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